

WOHNREVUE – The Collectible Magazine for Timeless Design and Interiors

The new Wohnrevue presents the very best in design, architecture, interior architecture, and living – both nationally and internationally. The magazine combines depth, attitude, and accessibility, positioning itself as a cultural document of our time – inspiring and socially relevant. In-depth reports, contemporary projects, and clearly defined trend topics provide our readers with inspiration, background knowledge, and orientation.

For advertising partners, Wohnrevue offers a credible, high-quality platform with a design-savvy, high-purchasing-power audience across more than 200 pages. With our print-online combination packages, you can place your brand within a carefully curated environment – precisely where decisions about products, projects, and brands are made: clear, effective, measurable.

Wohnrevue interconnects print, online, social media, and newsletters to create an integrated communication environment that positions brands in a premium, curated context. Each channel plays a specific role and contributes to the overall impact of the campaign.



MAGAZINE

Wohnrevue stands for sophisticated design journalism, carefully curated content, and a visual language that stands out in the market. With a print run of 20'000 copies and a publication frequency of two issues per year, the magazine offers a premium environment in which brands are perceived with calm, depth, and aesthetic quality. Its strong proximity to objects, editorial credibility, and the long usage cycle of each issue make the magazine a key vehicle for sustainable brand presence.

NEWSLETTER

The monthly Wohnrevue newsletter reaches an engaged, design-conscious readership directly in their inbox. With 12 issues per year and around 3'000 subscribers, the newsletter offers a focused and high-quality touchpoint within a clearly curated editorial environment. Brands benefit from a calm presentation format, high content attention, and a direct connection to people who make deliberate choices and have a strong interest in design, architecture, and high-quality products.

WEBSITE

With the relaunch of the Wohnrevue website, we are creating a modern, clear, and high-performance platform for brands in design, architecture, and interiors. The focus is on an enhanced user experience, clearly defined content channels, and a structured content architecture that showcases both editorial content and brand communication to their fullest potential. The new platform is fully optimized for mobile use and technically designed for sustainable growth. Performance metrics will be published on an ongoing basis once the new website is firmly established.

SOCIAL MEDIA

Wohnrevue's social media channels extend brand presence into an active, design-oriented environment. With a community of around 13'600 followers on Instagram and 13'000 on Facebook, we reach people who are passionate about architecture, interiors, and curated living spaces. Through clearly defined campaign goals, a curated visual language, and precise targeting, we create a high-quality digital environment that enhances brand visibility and anchors content within a relevant audience.

	MINIMALIST ELEGANCE	SCANDINAVIAN STATEMENT	BAUHAUS DELUXE
Print Ad	Single page (value CHF 7 500.-)	Single page (value CHF 7 500.-)	Double Page Spread, Opening or 2 Cover Pages
Online	Halfpage Advertorial (duration 4 weeks)	Online Advertorial (duration 4 weeks)	Online Advertorial (4 weeks) + Wideboard Banner
Social Media	-	Social Media Package Standard	Social Media Package Premium
Newsletter	-	Banner in the editorial newsletter	Standalone Newsletter
Price per Issue	CHF 9 000.- + 1 editorial online article	CHF 10 000.- + 1 editorial online article	CHF 20 000.- + 2 editorial online articles and 1 editorial print article
Price for 2 Issues	CHF 16 000.- + 2 editorial online articles	CHF 18 000.- + 2 editorial online articles and 1 editorial print article	CHF 35 000.- + 2 editorial online articles and 2 editorial print articles

Our packages combine the most relevant touchpoints in print and digital, offering graduated opportunities for presence and integration depending on budget and objectives. Advertising partners benefit from additional editorial visibility when booking multiple placements. The bonus contributions are part of our curated brand integration and are implemented online and/or in print, depending on the package. Curated brand content is produced in the Wohnrevue style, clearly marked as partner content, and developed in coordination with the advertising partner.

DATES AND FOCUS TOPICS

N°1 **MAY ISSUE**

N°2 **OCTOBER ISSUE**

Main Focus Topic

Fiction

Work

Publication Date

29.05.2026

30.10.2026

Ad Deadline

27.04.2026

28.09.2026

Material Submission

01.05.2026

05.10.2026

Feature Topics

Kitchens
Furniture (general)
Lighting

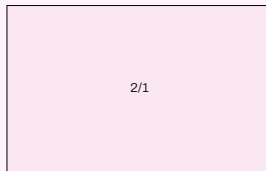
Bathroom
Furniture (general)
Lighting

Feature topics are editorially curated. For a smooth production process, we kindly ask for the timely submission of final print materials.

ADVERTISEMENTS COSTS AND FORMATS

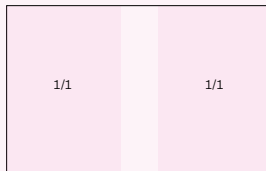
Double Page CHF 9 600.-

Format in mm
Bleed 430 × 275



Full Page CHF 7 500.-

Format in mm
Bleed 193 × 275



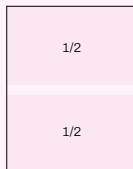
1/2 Page vertical CHF 4 800.-

Format in mm
Bleed 95 × 275



1/2 Page horizontal CHF 4 800.-

Format in mm
Bleed 193 × 136



Additional formats and special options
available upon request.

ADVERTISEMENTS SPECIAL PLACEMENTS

2nd Cover Page	CHF 8 900.-
3rd Cover Page	CHF 8 500.-
4th Cover Page	CHF 9 500.-
Opening Spread	CHF 10 500.-

Technical Specifications

Bleed / Trim allowance:	Full-bleed advertisements must be supplied with a 3 mm bleed on all sides. Please provide print-ready files according to the published ad format including bleed.
File Format:	Please submit only PDF documents in X1a, X3, or X4 quality. Further information on the PDF/X standard can be found at: www.pdfx-ready.ch
Color Space:	The magazine is printed in the „PSO Uncoated v3 (FOGRA 52)“ color space. Please note that all colors used that do not match this color space will be converted using relative colorimetric rendering.
Resolution / Transparencies:	For the highest possible image quality, images should have a resolution of 70 l/cm. Transparent elements should be flattened beforehand at a resolution of at least 500 l/cm.
Dimensions / Bleed:	To avoid additional costs, please provide print materials according to the ad sizes published in the media data. Full-bleed ads require a 3 mm bleed on all sides.

Submission

zeitschriftenverlag@medienatelier.ch

With the following information in the subject line: Magazine/Issue/Client/Ad/Size (please send via e-mail, max. 20 MB).

All ad formats and special placements can be booked individually, independent of the packages. Special placements are limited and allocated based on availability; a binding booking is confirmed only after written confirmation by the publisher. For a smooth production process, we kindly ask for the timely submission of final print materials in accordance with the technical specifications.

LOOSE INSERTS

Total Cost (Gross)

up to 50 g	CHF 8 400.-
up to 75 g	CHF 9 000.-
up to 100 g	CHF 9 600.-

Prices include postage and technical costs.
No commission, no volume discount.
Other formats and special requests available
on request.

Technical Specifications

Minimum size: 105 × 148 mm
Maximum size: 205 × 275 mm
Weight: 10–120 g per copy, heavier on
request
Thickness: max. 6 mm, thicker on request
Specifications: closed spine and product
trimmed on 3 sides.
No accordion fold (leporello fold)

Delivery

Stacked, unbanded in frames on pallets,
delivered no later than 14 days before publication directly to:

Vogt-Schild Druck AG
Insert «Wohnrevue» (+ Issue-Nr.)
Gutenbergstrasse 1, CH-4552 Derendingen

Any customs or transport costs are the responsibility of the customer.
Vogt-Schild Druck AG is solely the delivery address.

General Terms and Conditions

Before a binding commitment, two final approved samples (“Good to Go”) must be submitted to Vogt-Schild Druck AG in advance; for self-adhesive inserts, an additional layout sketch is required. Special editions require a test run, for which 200 original samples should be planned. Inserts/supplements containing third-party ads are subject to a charge of 20% of the gross price of a full-page ad per ad.

Print Run / Delivery Quantity

20 000 copies. All price information refers to insertion costs only, excluding printing costs. All special items are subject to contract and commission; BK/JUP: 5% on special items.
Bookings of prospect inserts from foreign clients are subject to 8.1% VAT. Decision: Swiss Federal Tax Administration (ESTV) / VAT Revision, Autumn 2017.

Discounts

BK II / JUP II

Advisor Commission II

15% on all placements mediated through a commission-eligible advertising and/or media agency. For special advertising formats such as inserts, supplements, self-adhesive inserts, etc., a 5% commission is granted.

Annual Sales Bonus II

15% for an annual minimum purchase of 3 pages per year in one or more magazines of Medien-Atelier Suisse AG.

ZEWO Discount

All ZEWO-eligible clients receive a 35% discount.

The number of loose inserts is limited due to production constraints and will be allocated based on availability. Placement is only confirmed after review and written approval by the publisher and printer. Production of the insert may only begin after approval of the submitted samples. Any additional costs resulting from non-compliant submission are the responsibility of the customer.

BANNER

Wideboard

Fixed Price: CHF 800.-

Channel: Multiscreen
 Size: 994 x 250 Pixel
 Format: GIF/JPG/PNG/HTML5*
 Weight: max. 250 KB
 URL: for linking,
 including UTM tracking
 Duration: 4 weeks

Halfpage Ad

Fixed Price: CHF 650.-

Channel: Multiscreen
 Size: 300 x 600 Pixel
 Format: GIF/JPG/PNG/HTML5*
 Weight: max. 250 KB
 URL: for linking,
 including UTM tracking
 Duration: 4 weeks

* HTML5: Physical submission. Please package all assets into a ZIP file.

ADVERTORIAL

Advertorial

Fixed Price: CHF 1 200.-

Duration: 4 weeks
 Placement: Fixed placement on the homepage
 and embedded within editorial content.
 Teaser Image: 700 x 437 Pixel, max. 250 KB
 Teaser Titel: max. 40 characters, including spaces
 Teaser Text: max. 150 characters, including spaces

Advertorial Image: max. 5 images, max. 250 KB
 Advertorial Titel: max. 50 characters, including spaces
 Advertorial Text: max. 2,500 characters, including spaces

Link: URL for linking



Advertising Environments

Banners and advertorials are displayed within the context of the new Wohnrevue website on clearly defined topic channels and are embedded in a premium editorial environment. During the re-launch phase, placements may vary slightly; final environments will be fixed with the 2026 launch. Digital campaigns are delivered with UTM tracking and can be independently analyzed by advertising partners. Digital advertorials are curated brand content in the style of Wohnrevue and appear within the regular content flow.

Discounts

Advisor Commission 5 %

Submission

Submission Deadline:
 7 working days before the start of the campaign

Submission Address
 zeitschriftenverlag@medienatelier.ch

NEWSLETTER

Fixed Price: CHF 900.-

Erscheinung: 12 x per year

Distribution: 21 January 2026
18 February 2026
18 March 2026
15 April 2026
29 May 2026
24 June 2026
22 July 2026
19 August 2026
16 September 2026
30 October 2026
25 November 2026
23 December 2026

Advertising Formats

Banner

Size: 1000 x 250 Pixel
Format: JPG/GIF, max. 250 KB
Link: Target-URL

Image and Text

Size: 600 x 200 Pixel
Format: JPG
Titel: max. 50 characters, including spaces
Text: max. 300 characters, including spaces
Link: Target-URL

STANDALONE

Fixed Price: CHF 1 800.-

Present your product exclusively according to your preferences. The first part of the newsletter is editorially prepared by us to match your offering. You design the second part with a banner and two additional newsletter tiles showcasing your product.

Distribution: Individual shipping date – by arrangement

Banner

Size: 1000 x 250 Pixel
Format: JPG/GIF, max. 250 KB
Link: Target-URL

2 x Image and 2 x Text

Size: 295 x 200 Pixel
Format: JPG, max. 250 KB
Titel: max. 30 characters, including spaces
Text: max. 150 characters, including spaces
Link: Target-URL

Newsletter Environment

The monthly Wohnrevue newsletter is editorially curated and offers brands a focused presence in a high-attention environment. The standalone newsletter allows for exclusive, fully brand-tailored communication—editorially introduced and freely customizable in content. Distribution is carried out via a verified infrastructure, ensuring reliable delivery and proper display of all advertising materials.

Discounts

Advisor Commission 5 %

Submission

Submission Deadline for Newsletter:
7 working days before distribution

Submission Deadline for Standalone:
1 month before distribution

Submission Address:
zeitschriftenverlag@medienatelier.ch

SOCIAL MEDIA

Facebook: 13 000 Follower, Instagram: 13 600 Follower

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Gain additional attention for your brand: Promote your content as an advertorial or giveaway to our shared audience.

PACKAGE STANDARD

Fixed Price: CHF 1 400.-

Projected Reach:
20 000 people

PACKAGE PREMIUM

Fixed Price: CHF 2 500.-

Projected Reach:
45 000 people

Duration	2–4 weeks
Campaign Goal	Traffic to landing page
Budget Allocation:	The campaign amount will be invested as a duration-based budget

Basis Segmentation Wohnrevue

Locations:	Switzerland
Age:	20 – 65+
Targeting:	Interests: Design, Architecture, and Interior

Submission

Submission Deadline:	7 working days before the start of the campaign
Submission Address:	zeitschriftenverlag@medienatelier.ch



CHOOSE FROM THESE FORMATS:

Text-Image Ad

1080 × 1080 Pixel
1 image - JPG
URL for linking, with optional UTM tracking
Text max. 40 characters, including spaces

Carousel Ads

1080 × 1080 Pixel
3-5 images - JPG
Text under each image (max. 40 characters, including spaces)
URL for linking, with optional UTM tracking

Story Ad

1080 × 1920 Pixel
JPG or MP4 (max. 1 GB)
Video (max. 15 seconds)
Multiple slides or stories possible
All slides must be delivered separately (no single file)
URL for linking, with optional UTM tracking

Instagram Reels

1080 × 1920 Pixel
1 video - MP4 (max. 1 GB)
Reel max. 30 seconds
Embedded music, royalty-free
URL for linking, with optional UTM tracking
Text: max. 40 characters, including spaces

Social Media Environment: Our social media channels extend brand presence into a visually curated environment, enhancing digital visibility within the design and interior segment. The distribution is done with precise targeting within a design-savvy community and is continuously optimized to ensure clear visibility of brand messages. Images and videos are reviewed by our team to ensure seamless integration into the visual identity of Wohnrevue. Reach projections are based on experience and may vary depending on season, creatives, and campaign objectives.

WE ARE HERE FOR YOU

We look forward to making brands visible in a premium, curated environment and creating effective communication solutions together. We are always available for individual concepts and personal consultation.

YOUR CONTACTS

Jean-Orphée Reuter:

Head of Advertising Sales
jean.reuter@medienatelier.ch
M +41 79 668 19 42

Roger Grossmann:

Romandie advertising market
roger.grossmann@c-media.ch
M +41 79 440 43 33 T +41 43 322 60 37

Paula Mühlena:

Co-Editor-in-Chief
paula.muehlana@wohnrevue.ch

Anina Cammarota:

Co-Editor-in-Chief
anina.cammarota@wohnrevue.ch

Noémie Arrigo:

Art Direction / Graphic Design
noemie.arrigo@wohnrevue.ch

Helga Schönholzer:

Head of Publishing
helga.schoenholzer@c-media.ch

PUBLISHER

Medien-Atelier Suisse AG
Steinackerstrasse 35
8902 Urdorf
+41 43 322 73 00
www.wohnrevue.ch

SALES BACK OFFICE

+41 43 322 73 50
zeitschriftenverlag@medienatelier.ch

TITLES FROM OUR PORTFOLIO

Wohnrevue

Wir Eltern

Kochen

Swissmom